

MOTION PICTURE INCENTIVE FUND

With the Legislative session behind us the Utah Film Commission anticipates a busy and successful spring and summer. Thanks to all of you who took part in the political process by writing and calling your senators and representatives. Tim Nelson, Don Schain, Bryan Clifton, and the rest of the MPAU put in countless hours on behalf of the industry. Though we didn't get everything we asked for, we are still making strides to keep the state's film industry vibrant and growing for years to come. The Utah State Legislature appropriated \$1 million to the Motion Picture Incentive Fund. An initial \$500,000 will be given as a one-time disbursement with an additional 500,000 to be given each year. These funds will allow the industry to continue to build upon the progress made during this legislative session.

Motion Picture Incentive Fund application available online at film.utah.gov.

UFC WELCOMES NEW STAFF

The Utah Film Commission welcomes two new members to our team! An extensive and exhaustive search ended with two positive hires. Melissa McGibbon and Mimi Davis-Taylor bring years of experience to the Film Commission and their expertise will help the industry in Utah continue to be successful.

Melissa McGibbon will head our marketing department as our Marketing Communication Executive. Melissa is charged with continuing to build and manage our brand and our many marketing communication activities. Working previously as the Marketing and Public Relations Director for Spy Hop Productions, Melissa was able to successfully propel the organization into the community spotlight through fundraising events, media relations, promotions, and marketing campaigns. Melissa served as the Festival Director for the LocoMotion International Youth Film Festival, which has become one of the country's premier youth film festivals. She has also worked for the Slamdance Film Festival, the Sundance Film Festival, and has written for FilmThreat and Newwest.net.

Mimi Davis-Taylor has been a Location Manager in Utah for the past 12 years. Mimi, a California native, came to Utah in 1992 to work on a small TV show as a driver and fell in love with the movie business and the state. In 1993, Mimi's first job, as a Location Assistant, was second unit on *The Stand*. She has since traveled extensively within the State and has learned from some of the best location managers. Mimi's credits as a Location Manager include *Con Air*, *The Crow 3*, *The Crow 4*, *3,000 Miles to Graceland*, and *Firestarter 2*. Mimi joins our already impressive production department as a Producer Services Executive. Mimi's experience coupled with Marshall Moore's years of location management will undoubtedly make the Utah Film Commission



Newest UFC staff members, Melissa McGibbon (left), Mimi Davis-Taylor (right).

one of the best and most efficient film commissions in the world. Between these experienced professionals there will not be a location that can't be found or a problem that can not be solved.

Governor's Office of
Economic Development

Utah Office of Tourism

Utah Film Commission

Aaron Lee Syrett
Director

Barbara Bloedorn
Administrative Assistant

Melissa McGibbon
Marketing Comm. Executive

Ricardo Flores
Digital Media Specialist

Marshall Moore
Producer Services Executive

Mimi Davis - Taylor
Producer Services Executive

Tommy J. Woodard
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LETTER FROM THE MPAU

BY TIM NELSON, MPAU CHAIRMAN

With the 2006 Legislative Session now over, I believe everybody involved has mixed emotions about the whole process. Having been granted \$0.5 million ongoing and a \$0.5 one-time allocation, it is difficult not to feel that we failed convincing the Legislature of the importance of the Utah film industry. There is no arguing the \$11 to \$1 return on investment we were offering the State was a viable one. However, you would think we were asking for a handout based on the reaction that was received from those on the Hill. In reality, it has shown to be profitable, due to the fact that it is a post performance rebate with little risk on part of the State.

Lane Beatty of the Salt Lake Chamber of Commerce said, "This is a no brainer," and was dumbfounded at the lack of support we received during the session. Unfortunately, film is not perceived as a practical form of industry. However, the importance of the film industry has been realized by more than 26 states. A different approach is clearly needed: making our Representatives aware of us and this industry is key.

To accomplish this, unification needs to be the next step for crew and support services along the Wasatch Front. It is important that industry professionals in Utah and Salt Lake counties come together and deliver the same, positive message about our industry.

We are Grateful for, productions like *Everwood*, under the helm of Tom Luse, that have stayed with Utah even though the show has never received an incentive. And people like Don Schain and his production company, Salty Pictures, who brings in picture after picture to our State because of his loyalty to his excellent crew. Not to mention, Don picked up the tab on several mailings and provided last minute expenditures for the MPAU. In my opinion, it is unfortunate that the Legislature did not recognize the importance of the industry with these companies, and all the other production companies that bring collectively tens of millions of dollars into Utah.

In preparing our argument for the this years Motion Picture Incentive Fund, we brought in Steve Barth, who has been with us since the beginning, and Charlie Evans. Both tackled the issue with the republican and democratic parties respectively, working hard during the Legislative session. We at the MPAU thank them for their hard work and endurance. Also in the mix was Bryan Clifton. He was there whenever asked, with equipment, funds, and everlasting passion. Not to mention you, our members. A big thank you to members of the MPAU whose fees went to sponsoring screenings, projection and theater rentals, information packets, mailings and receptions for State representatives.

We have our work cut out for us this next year. We ask those in our industry to collaborate and become involved in your respective professional manners. We must work in a positive way to achieve our ultimate goal in a positive way. We will get underway as soon as possible, focusing on the health insurance. The perception is changing, and the proof is with the start of the \$0.5 million ongoing allocation. We need to keep that allocation and build on it in the future. The Utah Film Commission needs our support, so please get involved.

SPOTLIGHT - JONATHAN HALLETT



Jonathan Hallett

Jonathan Hallett, founder of Big Guy! Productions, is a leading illustrator specializing in storyboards, comp art, illustration, set renderings and concept generation for advertising, film, television and multimedia projects.

Mr. Hallett's love of storyboarding began when his family relocated to Provo in the middle of his junior year of High School. His family moved right next door to Emmy Award-winning storyboard artist Dan Fausett. Upon learning of his neighbor's career, Hallett grabbed his portfolio and knocked on his door. Fausett was quite impressed with his 16-year-old neighbor's fledgling talents and worked with him over the next year and a half to further develop Jonathan's skills in illustration and taught him the art of storyboarding and cinematography expressed through illustration.

Hallett joined Feature Films for Families in 1999, where he worked on three full-length live-action films for the company *Return to the Secret Garden* (opening scene), *Penny Promise*, and *Jumping for Joy* as well as penciling and inking nine children's coloring books, producing key art for video and DVD sleeves, creating their e-commerce web site and much more. He left Feature Films to pursue other work in 2002, but has recently rejoined the company to help storyboard their animated series, *Pig Tales*, a spin-off of their *Princess and the Pea* feature film. Hallett will be leading a free storyboarding workshop at the upcoming LocoMotion Film Festival at 10:00 AM on May 11th and at 3:00 PM on May 12th at the Main City Library (210 East 400 South).

His other feature film credits include *Urban Legends 3: Bloody Mary*, *The Crow: Wicked Prayer*, *Propensity*, *Dead West*, and a few other upcoming projects.

You can view Jonathan Hallett's online portfolio at: www.FASTstoryboards.com.



Storyboard example from *Urban Legends 3: Bloody Mary*.

DISNEY SENSATION "HIGH SCHOOL MUSICAL" LAUNCHES A MARKETING JUGGERNAUT

BY VINCE HORIUCHI, THE SALT LAKE TRIBUNE

Like the ballad about Troy and Gabriella's blossoming love, the tween TV movie sensation *High School Musical* is just the "Start of Something New." The Disney Channel movie filmed entirely in Utah has exploded into "High School Musical - The Cultural Phenomenon." And the House of Mouse, known for its savvy marketing, is not about to let this opportunity slip.

Get ready for "High School Musical - The Franchise" with licensed products, more albums, cell-phone ring tones, the DVD and a book. And of course, there's the sequel, which very well could be filmed in Utah.

"It's not just a Disney Channel movie anymore," said Damon Whiteside, Vice President of Marketing for Walt Disney Records, which released the movie's chart-topping soundtrack album. "It took on a life of its own."

The movie stars Zac Efron as Troy, a varsity basketball star, and Vanessa Anne Hutchinson as the brainiac Gabriella, who wants to sing in the school's musical. Since premiering on Jan. 20, the film has become the highest-rated program ever on the Disney Channel and has produced a No. 1-selling album and eight top-100 songs on the Billboard Music charts. It was directed by Kenny Ortega, who orchestrated the 2002 Winter Games Opening Ceremony in Salt Lake City.

A hybrid of *Romeo and Juliet*, *Grease* and *American Idol*, the spunky musical is on its way to becoming a mini-cottage industry. Last week, a downloadable version of the movie was made available on Apple's iTunes Music Store, the first feature-length movie to be sold on the digital download service. This month, ring tones from the movie's songs will be available through all major cell-phone carriers.

In May, a "special edition" soundtrack album will be released that includes karaoke versions of the songs. That month also will see the DVD, which includes two versions of the movie (the original and a sing along version), and *High School Musical - The Novel*.



In June, the movie goes international, premiering on foreign versions of the Disney Channel in Australia, France, Spain, United Kingdom, Japan and India as well as others. Finally, Disney will start merchandising products from the movie, which at the very least will include an official *High School Musical* clothing line. Meanwhile, the inevitable sequel is in the scriptwriting stage, and filming could begin as early as the fall with an anticipated 2007 release.

"All I can tell you is it probably won't be based at the school," said Michael Healy, Senior Vice President for original movies at the Disney Channel. "It will be a whole new journey, but it will be the same friends along for the ride." Healy hopes producers will return to Utah to film the sequel. The movie was filmed mostly at East High School, with some parts shot in the auditorium at Murray High School and in Spanish Fork Canyon. "I'd be really disappointed if we didn't come back to Salt Lake," Healey said about the sequel.

High School Musical has aired eight times since January and has been seen by more than 30 million viewers. Whiteside said the music has broken records on Billboard's "Hot 100" chart for the most songs simultaneously on the chart in one week (eight) and the fastest jump in one week. As of this week, the movie was the third most-downloaded video on iTunes, and the soundtrack - which produced one platinum and four gold singles - remained the No. 1 album on Billboard's chart.

"Everyone comes up to me almost every day and says, 'I've seen the movie, and it was so cool. I love it,'" said 17-year-old Taylorsville actor Ryne Sanborn, who played Jason, one of Troy's high-school buddies in the movie. "I've met a lot of people that way."

East High School's principal, Robyn Roberts, says she gets e-mails every day about the movie. "They're asking, 'Is your school really that fun?'" she said. "They ask about the school - 'Which room was this filmed in?' 'Do you have other pictures of the school?' 'Does it really look like this?'"

One school administrator from the South even asked for a floor plan of East High. "They're redesigning their school," she said, "and they want to make it more enjoyable for kids."

UFC SUPPORTS UTAH'S EMERGING FILMMAKERS

SPY HOP'S ANNUAL PITCH-NIC AUCTION & THE LOCOMOTION FILM FESTIVAL

The Utah Film Commission returned as a major sponsor of Spy Hop Production's 4th Annual Pitch-Nic Benefit and Auction on March 2, 2006. About 250 guests enjoyed an evening of entertainment and participated in a live all-bids accepted auction that raised over \$75,000 to support the one-of-a-kind young writer/director program at Spy Hop Productions. The advanced filmmaking workshop at Spy Hop enables 11 young filmmakers to work with professional mentors and over 300 of their peers to produce two documentary and two fictional films.

Spy Hop's Pitch-Nic Benefit and Auction is a rare opportunity during the year for members of Utah's film community to come together to support a cause that is related to the industry. All of the film production budget goals were successfully met by giving audience members a chance to bid for line-item credits such as location fees, lighting kits, sound design, professional talent, and craft services.



Bidding at Spy Hop's Pitch-Nic Benefit. Photo Courtesy: Dan Gorder

Representatives from the commission were joined by guest hosts Jill Miller from the Sundance Institute, Kathryn Toll of the Salt Lake City Film Center, Steve Denkers from the Willard L. Eccles Foundation, and Anne Watson of the Marriner S. Eccles Foundation to make the event an affair to remember. special guest, Tom Amandes from *Everwood*, warmed up the crowd by sharing stories about adventures in movie-going and local actor, Aaron Swenson (*Saturday's Voyeur* and *Hedwig and the Angry Inch*), kept everyone laughing with his role as the shameless and hilarious auctioneer. Members of the Motion Picture Association of Utah and The Salt Lake Film Society were also on-hand to round out the cast of the Utah film industry.



The Utah Film Commission is also sponsoring the 5th Annual LocoMotion International Youth Film Festival. The Festival showcases the emerging visions of young people (13-18), celebrating artistic excellence, technical achievement and originality through the presentation of creative and compelling short films. The 2006 LocoMotion Film Festival will be May 11th and 12th at the Main City Library (210 East 400 South) in Salt Lake City.

The festival features a 24-hour filmmaking competition and a short screenplay writing contest. Awards are given for Documentary, Experimental, Fiction, Animation, Public Service Announcement, Best Local Film, Audience Choice, and winner of the 24-hour filmmaking competition. 2006 festival workshops include Cinematography, Claymation, Special Effects/Make-Up, Acting, Stunt Doubling, Screenwriting, and Storyboarding. All festival screenings and workshops are offered free of charge.

Spy Hop Productions is a non-profit youth media arts and education center dedicated to empowering youth (k-12) through multimedia. Spy Hop offers programs in filmmaking, audio production, and web/graphic arts. For more information visit www.spyhop.org.

UPCOMING FILM FESTIVALS

Along with the Sundance Film Festival, there are other local festivals that show various types of independent film and video. Look out for the following festivals, coming to a screen near you.

Thunderbird Film Festival, April 21 & 22 (www.thunderbirdfilmfestival.suu.edu): Thunderbird emphasizes family friendly films with allowances for cultural differences. Thunderbird facilitates interaction between students and professionals, as well as between filmmakers and festival-goers, held in beautiful southern Utah on the campus of Southern Utah University.

Locomotion Film Festival, May 11-12, (locomotionfilmfestival.org): The LocoMotion International Film Festival, produced by Spy Hop Productions, is dedicated to supporting and promoting young filmmakers in the cinematic fields of documentary, experimental, narrative, PSA, and animation.

Young Filmmakers Film Festival, May 23-26, (www.easthollywood.org): East Hollywood High School will present a film festival designed for the young filmmaker. Anyone ages 12-18 who has an interest in film and commercials can participate.

Fear No Film Festival, June 22-26, (www.fearnofilm.com): Part of the Utah Art Festival, The Fear No Film Festival incorporates works of all genres including animation, narrative, experimental, documentary, music video, and dance films. The festival awards non-cash prizes in several categories including Best of Show, Best Student Film, Best Youth Film, and Best Locally Produced Film.

Gloria Film Festival, August 16 - 26 (gloriafest.org): The Gloria Film Festival is a team of dedicated film aficionados creating a family-friendly event. Now in its fifth year, The Gloria Film Festival continues to showcase films that "stir the soul, heal the heart, and enrich the world."

SPOTLIGHT - UTAH VALLEY STATE COLLEGE

Representatives from the Utah Film Commission and the Motion Picture Association of Utah recently met with faculty and students in the Multimedia Communications Technology department at Utah Valley State College to discuss the importance of film production in Utah. The central focus of the meeting was centered on finding ways to attract more film productions to the State and how to incorporate this goal into their course work this spring.

During their second semester at UVSC, students in the multimedia program are required to design and develop an interactive software product. The MCT 1210 Digital Media Essentials course teaches the principles of digital audio and video media authoring as well as design and project management. Course participants ultimately design and author a high-quality Digital Media title using industry caliber software that includes text, audio, video, imaging, and interaction. Eight student teams from two sections of MCT 1210 have been assembled and have started working on interactive prototypes focused on the film and television production industry in Utah.

Multimedia students and their teachers welcomed this project because it gives them an opportunity to get real-world experience. The Utah Film Commission provided the students with promotional materials to help them craft navigation schemes, and edit the audio and video effects that will work interactively within the multimedia development tool.

To allow for as much creativity as possible, the student teams are allowed to choose the target audience they are expecting to reach. The teams are focused on informing film location managers about the vast array of beautiful and diverse locations available in Utah and educating producers about the financial incentive Utah has to offer.

Students will have their final prototype products finished by the end of April. The Utah Film Commission has been invited to attend the student's final presentations to review the work. This hands-on experience strengthens the connection between what students learn in the classroom and how they can apply it to the business world by producing professional quality work that will meet client expectations. The best project may be considered for publication as a resource for the State and the Utah film industry.



Students at UVSC attending the MCT 1210 Digital Media course.

SUNDANCE FILM FESTIVAL 2006

HOSPITALITY SUITE AND FILMMAKERS BRUNCH



Messages were available at the Utah Film Commission's hospitality suite.

The Utah Film Commission and the Utah Office of Tourism hosted a hospitality suite at the 2006 Sundance Film Festival. As part of the *Monkeys in Pants* Green Room, the Utah Film Commission provided festivalgoers a place to leave the cold and snowy weather behind to sit and rest during festival activities. The UFC made sure the attendees received the best treatment possible and partnered with the Utah College of Massage Therapy to offer free massages. Aaron Syrett, Director of the Utah Film Commission said, "It was a great atmosphere for the filmmakers and attendees, because it gave them a laid back environment where they could relax from their hectic film festival schedule."

The hospitality suite also served as the location for the 4th Annual Filmmakers Brunch. The UFC partnered with Park City Film Commission to invite filmmakers, industry professionals and the AFCE (Association of Film Commissioners International) to the event. Approximately 150 people attended the brunch with a special visit from The Learning Channel. TLC's *What Not to Wear* conducted a "fashion intervention" on Sundance Institute's Vandy Chisholm. The popular television show hosted by Clinton Kelly and Stacy London, has people nominate their friends to have their wardrobes and style completely made over. The episode is scheduled to air this April.

"What Not to Wear's" Stacy London (left) and Sundance's Vandy Chisholm during her fashion intervention.



Attendance at the Annual Filmmakers Brunch.





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TRAILERS...

Monday Nights Again

Everwood has returned to Monday nights at 8:00 pm (MST) with new episodes.



Resource Directory Update

Keep your profile and information up-to-date in the Resource Directory by checking your listing at film.utah.gov or call our office at 801.538.8740

Church Ball

This Locally produced film starring Fred Willard and Gary Coleman opened on March 12. For more information go to www.churchball.com

